

LOUISIANA TECHNOLOGY INNOVATIONS FUND – ANNUAL REPORT

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I DEPARTMENT/AGENCY

Division of Administration
Office of Electronic Services

II PROJECT TITLE /Log #

Louisiana E-Mall / 99-012

III PROJECT LEADER

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IV DESCRIPTION OF THE PROJECT

The Office of Electronic Services contracted with IBM as the Internet E-Commerce Service Provider to provide turnkey services to allow state government to operate an electronic mall with varied storefronts operated and managed by individual Agencies. The E-Mall is accessible over the Internet through agency Web pages, the Louisiana Services Directory, and the *Louisiana.gov* home page. The E-Mall makes the following services available to state agencies:

- Host Services and agency stores, including necessary E-Commerce hardware, software, and data communications.
- Tools to allow agencies to remotely configure and manage their individual stores.
- Consulting services support for Agencies in their implementations of storefronts to use custom forms and to interact with agency databases.
- Tools and support to facilitate Internet-based credit card processing and other electronic formats (i.e., e-checks) for interacting with the "State Bank" designated by the State's Treasurer's Office in accordance with state legislation and regulations.

Five agencies participated in the Initial Phase of this project that was focused on getting the basic E-Mall and the agency storefronts to an operational status. The initial agencies include Department of Transportation And Development (DOTD), Louisiana Department of Insurance (LDOI), Department of Economic Development (DED), Louisiana Real Estate Commission (LREC), and Division of Administration's Office of State Register (OSR). Once underway, the Office of Motor Vehicle OMV joined the project adding four of their key online services. In addition, OMV added interactive voice response (IVR) as a channel for accessing services via the E-Mall.

V POST IMPLEMENTATION REVIEW AND ASSESSMENT

a. Use of the E-Mall has increased steadily since initial implementation in 2002. In 2003, the number of transactions handled for the same applications increased by 40% per month over 2002 with a total of more than 150,000 transactions for the year in 2003. In 2004 the total number of transactions increased by approximately 28% to over 190,000.

b. Since inception the E-Mall has handled approximately 400,000 transactions valued at \$19.28 million.

c. In order to provide a more cost effective service, the E-Mall support services and legacy applications were migrated from outsourced hosting to in-house hosting in July, 2004. This hosting change resulted in a significantly more attractive transaction cost model. Currently e-commerce applications and payment gateway functionality are provided by OES to agencies at no cost. As a result, OES migrated the applications of six agencies' online services to an in-house hosted E-Mall support architecture. All six agencies' online applications were operational by the end of 2004.

d. With the expansion of E-Mall participation and the addition of new functionality such as electronic check processing, current projections estimate the E-Mall will support over 250,000 transactions in 2005, growing to more than 400,000 by 2006.